

INTERCOLLEGIATE BROADCASTING SYSTEM

NEWSLETTER #48/9-4

Institute for Education by Radio (IER)

It is not too soon to be making definite plans to attend all or part of the meetings of the IER. The Institute will run from May 5 through May 8. Meetings will be at the Doshier-Wallick Hotel in Columbus, Ohio. The highlight for IBS stations will be the panel discussion on the topic "Objectives and Standards for Campus Radio Broadcasting" which will be held on Saturday, May 7, from 3:45 until 5:15 PM. Mr. Howard C. Hansen, Director of Radio at MacMurray College will lead the discussion. A panel of six persons each well known in his particular field will open the session with a ten minute talk on their topic. Mr. Hansen is at present forming this panel, and while the plans are still tentative, I am sure he will not mind if I list below the persons whom he has invited so far:

Station Management	-	John Bachman, Baylor University
Station Relations	-	Hale Barnes, Stephens College
Station Programming	-	John Crabbe, College of the Pacific
Sales and Promotion	-	to be determined
Technical Operations	-	David W. Borst, I.B.S.
Educational Objectives	-	Richard B. Hull, Iowa State College

The IBS Executive Committee is planning a meeting for Saturday evening and Sunday morning to discuss IBS operations. It is known that at least four Regional Representatives are planning to attend the IER, and of course they will be invited to this IBS operational meeting. In fact, we have notified all regional representatives of these plans, and if a sufficient number (six or more) plan to attend, this operational meeting can become a formal Governing Council meeting with the opportunity to quickly act on several matters which are pending at the present time. If a sufficient representation cannot be achieved, the pending measures will be discussed and voting will be done by mail in May.

We in IBS hope that every station will be able to send at least one representative to the IER meeting. This is our only chance to get together with you, and for you to get to know us. We are not planning any general IBS Convention this year, as we have had in the past.

The FCC and Proposed Rules for Campus Stations

A number of our stations have written in to inquire about the present status of the carrier-current station licensing problem which the FCC has been studying, and regarding the questionnaires and requests for information which they have recently received. Here is the latest information, forwarded from our office in Washington, D.C.

The FCC has been making a careful investigation of the problem of wired-wireless (or carrier-current) transmission. In addition to the campus stations involved, there are a number of other services which employ this type of transmission. These include railroads, power companies, and the American Telephone and Telegraph Co., which employ carrier-current transmission for point-to-point purposes, as opposed to carrier-current broadcasting as utilized by the college stations. IBS has recommended that carrier-current broadcasting be placed in a special category, not included with these other services, and this is now being considered by the Commission.

The Commission is in the process of establishing permanent rules with more stringent standards. This is being done with the help of the IBS. Before the final rules can be established, such matters as the following must be decided upon:

- Technical requirements (radiation and power limitations, frequency stability, modulation and distortion percentages, harmonic radiation, etc.).
- Licensing or registration procedure.
- Whether or not to allow commercial operation on campus stations.
- Educational status of campus radio.

A number of proposals which have been seriously considered at the Commission involve standards which are too high to permit continued operation by many of our stations. One of our problems is to insure that technical standards with which our stations can comply are established. It is therefore important that all stations keep IBS informed regarding their operating requirements, in order that their needs can be represented before the Commission.

Here is a summary of what the IBS has been doing in regard to the matter of FCC regulations:

- a) Maintaining close contact with the FCC.
- b) Providing reports and information as have been requested by the Commission during the past years.
- c) Obtaining the necessary field strength, basic engineering, and operating data on the member stations.
- d) Formulating engineering, educational, and legal briefs for the hearings before the FCC which will be held once the proposed revised rules and regulations have been published. (These are being based upon the data which has been received from the stations in the System.)
- e) Making recommendations in an effort to insure that the proposed rules will meet the operating needs of the IBS stations.

As the Chairman and the Engineering Director of IBS are now located in Washington, it is possible to maintain a close liaison with the Commission. Referring to the problem of revision of the FCC's low-power rules in a talk on educational radio, Mr. Wayne Coy, Chairman of the Commission, stated, "I wish to say that we have had excellent cooperation in this matter with the Intercollegiate Broadcasting System." IBS has been called upon by the FCC on numerous occasions to supply considerable information on campus stations since it was established in 1940. IBS is trying to maintain high standards for campus stations, and the FCC looks to it as a coordinating agent in this field of broadcasting.

The FCC's present low-power rules which were set up in 1938 were not established for campus stations, but rather for other types of induction devices which were likely to cause interference. The campus stations were later included under these rules. It is important that all of the stations submit field intensity and other data which were called for in recent memoranda from the Engineering Department. This is most desirable in the stations' own interests, irrespective of whether or not they are operating within the present regulations. If it is found that most of the stations are unable to do so, it will strengthen the case for liberalization of the existing rules in contrast to further restrictions which the Commission is contemplating. From the majority of data so far received by the IBS Engineering Department, it appears difficult for most of our stations to provide adequate service.

At present there is considerable difference of opinion internally among various at the Commission regarding the rules most desirable for carrier-current radio. All of this strengthens the need for a sound presentation and engineering recommendations by IBS. The normal procedure of the Commission is to issue an announcement of the proposed rules-making and to hold hearings, if there are objections. Due to the complexity of the carrier-current problem, it is quite probable that the following proposal will come up for consideration before the Commission:

- a) Suggest rules for discussion.
- b) Hold engineering conferences by mail and otherwise for all interested parties so as to obtain more information regarding the contemplated rules.
- c) Announce proposed rules.
- d) Hold hearings.
- e) Establish final rules.

If adopted, this plan would be without precedent as far as the FCC is concerned. Nevertheless, this plan will allow an additional step (Step b)) before the rules are announced and the final hearings held. The FCC wishes to determine how widespread the interest in campus radio is. One indication of this will be the amount and type of response the Commission receives after publishing the suggested rules for discussion.

A number of stations have inquired who Hale Aarnes is, and how he fits into the picture. Mr. Aarnes is the faculty adviser of our Member station KWWC at Stephens College, who has offered to help IBS in the preparation of an educational statement on campus radio, for presentation to the FCC. Mr. Aarnes recently prepared a memorandum and questionnaire which he sent out to a large number of campus radio stations, both in and outside of the IBS. This material represents his personal approach to the matter and not the official views of IBS. In order to facilitate the preparation of an educational statement on campus radio, it is suggested that you cooperate with Mr. Aarnes in so far as possible, and use your judgement in filling out the questionnaires. It is not recommended, however, that you write your congressman or senators directly. If this course of action is considered desirable, it would be better to have any correspondence or requests come officially from your faculty advisors or university administrators. Such letters should (a) emphasize the educational value of campus radio as a training ground, (b) indicate the value of the radio station in the university community, and (c) request that adequate provisions be established in the FCC regulations so as to permit proper service, training, coverage, and licensing. In order that our present good relations be continued with the FCC and the National Association of Broadcasters, it is desirable that none of the stations take any action that would compromise it in any way.

National Advertising

A memorandum discussing at considerable length the present status of national advertising for the stations in the IBS was recently mailed to all stations in the System. Besides the obvious advantage of additional income, both to the stations carrying the contracts and to the System, it was brought out in this memorandum that experience in the commercial aspects of radio broadcasting is valuable to students who plan to make radio their career, and of the various types of broadcasting carried on at colleges and universities, carrier-current campus broadcasting is the only type where it is possible to get this experience. Educational AM and FM (both low-power and high-power) stations are not permitted to carry commercial announcements.

This same memorandum outlined a ten point program of action to be followed starting at once by every station in the System which hopes ever to derive income from national advertising. Similarly, the things required of the national IBS organization were outlined in considerable detail. One thing was made very clear, and that in order to do any work in this field, the IBS must have the support of its Members through payment of their regular bi-yearly dues.

Since writing the above memo, we have heard again from Robert D. Stuart who is helping with this national advertising program. At the present time he is working on the preparation of various promotion pieces to be mailed to time buyers and radio directors of the established advertising agencies. A series of such mailings is a necessary groundwork for any possible future selling, and, of course, will require an outlay of our funds. I am sure it is the wish of a good number of our stations that money be spent along these lines, but unless this money becomes available we will be unable to proceed with these mailings.

Meanwhile, indications are that several energetic students may desire to approach agencies and national advertisers for sponsorship of programs over one or a group of stations. If done properly, there is no reason why such approaches should not be made. However, there are a number of serious obstacles to success at this time, so don't anyone get up high hopes!

When working on this national advertising deal, please always quote the established IBS National Rates which are given on IBS Rate Card #11. This rate structure is explained starting at the bottom of page -5- of the Station Executives Handbook. It would be most confusing to the industry if rates other than these are quoted. If they are not to your liking, then steps should be taken at once through your Regional Representative to revise them in an orderly manner. Any other course would lead to a most chaotic condition.

If you desire promotional material, we have available copies of the Rate Card, and also copies of the form B 181.01 through B 181.12 and form B 182 which appear in the Station Executive's Handbook. The former are free, there is a slight charge for the latter.

Anyone attempting any work along the above lines should contact Mr. Paul Vergin (in New York City) for advice. Paul lives at 223 East 39 Street, and his telephone there is Murray Hill 3-9527. If he is not at home, try extensions 740 on University 4-3200.

The intent of the paragraphs above is not to urge a lot of you to rush out during your Spring vacation and try to sign up a sponsor or two. The above is in case you already have made up your minds and nothing will stop you--in that event, we say "good luck", and chalk up your results to "Experience". Before you will see any significant national advertising come our way, we will have had to lay a lot of ground work, and pound a lot more pavement than can be done in a week or two. However, it won't hurt if somebody knocks at the doors of a few time buyers, since they'll find we are still very much alive; and when you have finished please send us a report on everybody you saw and what they said because this information will be valuable to us, I'm sure.

Photographs of Stations, Publicity

Almost simultaneously two projects which involve taking and using photographs of campus stations have been undertaken. The first is part of our long-range program to improve our position relative to national advertising, and is described in detail on page -4- of the File B 14.2 memo on National Advertising dated February 28 which is now in the mail to you. The second is headed by Bob Fuhrman of WCBN, Bethany College, Bethany, West Virginia. Bob wishes to obtain pictures from a number of campus stations before Easter vacation, since at that time he plans to approach a number of magazine editors on the possibility of writing articles on campus radio. Let me quote from his recent letter to George Abraham:

"If possible, we would like this publicity to be of the type that will encourage national advertising. To best do this I need photos that picture the stations as professional business-like organizations, and also pictures and anecdotes that bring out the powerful impact of the station on its listeners.

"We also need pictures and material that will make a good article from the magazines' standpoint. For this purpose, we should have pictures of:

- 1) Any "special" broadcasts, such as the coverage of a regatta....
- 2) Girls and "cheezeecake" shots. Few picture magazine articles appear without at least one photo of a pretty girl, but the relevancy of the pretty miss to college radio must not be too obscure. (i.e. no obvious "stage prop female shots" Ed.)
- 3) Broadcasts featuring nationally known figures.
- 4) Student reactions to programs or incidents stirred up by particular programs.
- 5) Pictures of anything connected with the station that has national news interest.

"Although the magazine may use some of these pictures (and pay the photographer a nominal sum, it is most likely that, if interested, it will send its own photographers out to get the pictures. For this reason I would like to know about any special events occurring on any IBS station during the six weeks following Easter that would lend themselves to this type of thing."

Even if you have not been contacted directly by Bob, if you feel you have pictures which fulfill any of the above requirements, or if an event of which he speaks may take place, please write to him at once at WCBN.

The other photograph project mentioned in the National advertising newsletter and headed by George A. Snyder at Olivet Nazarene is more of a long-range proposition. Pictures received by Bob and not used by him will eventually be turned over to George Snyder. It will be his objective to get several shots of the facilities and prominent station personalities of every campus station which expects to some day obtain national advertising.
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